

News monitored for: Pepsi - Brands



at a glance



**PEPSICO GIVES 7UP
A NEW LOOK, EYES
SMALLER TOWNS**

New Delhi: With an eye on strengthening the consumer base in the smaller towns besides penetrating deeper into cities, PepsiCo is giving its lemon flavoured drink '7UP' an image makeover with a new packaging, logo and marketing communication.

"We are coming up with new brand identity, logo and totally different communication. It will completely redefine our positioning of 7UP. Through the new communication, we want to strengthen the Indian connection with the brand," PepsiCo India executive vice-president (marketing-beverages) Ms Ruchira Jaitley said. — PTI